

BEST COPY

AVAILABLE

Chief, Services Division, OS
Mr. [redacted] Kover, [redacted]
Chief, Analysis Division, OS
[redacted], Population and Cultural Statistics Branch, D.I.

6 December 1958

List of (a) consumer goods and (b) consumer goods processing
machinery suggested for display in the USSR (ER. Project S-411)

1. The following list of consumer goods and consumer goods processing
equipment is suggested as a guide for the forthcoming US display in Moscow.
The list was drawn up by [redacted] at the request of [redacted] of 25X1A9a
S/TP, using the criterion of what kinds of goods would have the greatest 25X1A9a
appeal to middle-class Soviet consumers.

a. Consumer Goods

1. Model living room:

Should include furnishings designed for a small living
room such as is prevalent in Soviet cities, convertible to a bed room,
with Simmons' type single and double "hide-a-beds;" modernistic, simplified
furnishings with synthetic upholstery; spunglass or other synthetic draperies;
built-in storage space with recessed TV; synthetic fabric upholstery;
emphasis on convenience, attractiveness, and simplicity.

2. Model kitchen:

Should be designed for small home or apartment but to
include home laundry (washer and dryer); should include plenty of built-in
storage space; latest conveniences, including small-size but fully equipped
gas or electric range (gas is becoming increasingly common in Soviet cities);
garbage disposal, automatic can openers, full-line of best quality pots,
pans, and other kitchen tools, both electrical and hand operated.

~~CONFIDENTIAL~~

3. Model home workshop:

Should be designed for small workspace in basement or garage; should include work bench, hand tools such as electric hand drills, ratchet-type screw driver, ample built-in storage space; simple power tools--table saw, jointer, band saw.

4. Clothing and fabrics:

Should emphasize quality of fabrics and de-emphasize non-utilitarian luxury including emphasis on improved appearance, length of life, and warmth relation to weight of new synthetic materials and blends; could include water repellant all-weather coats with warm, zip-in linings; light weight, warm, winter and wash and wear summer suits; synthetic and other wash and wear white shirts; comfortable sports clothing; synthetic fabric and electric blankets; lingerie of synthetic fabrics.

5. Miscellaneous:

(a) automobile with minimum of non-essential trim but with maximum of automatic features such as automatic transmission, power brakes and steering, swivel seats, radio.

(b) modern electric sewing machines with complete attachments.

(c) complete display of cosmetics

Notes: Displays should emphasize convenience and utility and should avoid extremes of design and non-essential luxury.

b. Consumer Goods Processing Machinery

1. Textile Machinery

(a) machinery designed to blend synthetic with natural fibers, both cotton and wool.

(b) machinery for processing deep pile fabrics for clothing

(c) fabric-finishing machinery, including that for impregnating wash and wear fabrics

2. Food Processing Equipment

(a) lard and margarine packaging equipment

3. Footwear Processing Machinery

4. Pharmaceutical, biological, and proprietary medicine
display and packaging machinery

Note: Industry personnel will be much better able
than we to select specific items of the above types of machinery.

5. Additional Suggestion, if More Ambitious Display is
Practical. Model modern super-market display emphasizing US methods of
displaying and merchandising; include current methods of displaying (pre-
packed) fresh produce.

25X1A9a
[REDACTED]

Distribution:

Orig. and 1 - Addressee

1 - D/A

1 - D/FC
25X1A9a

D/A/FC/HR: [REDACTED] ad/4745 (8 December 1958)